



EduLang Launches “Pay What You Want” for its English-Learning Applications with Fifty Percent of Proceeds Going to Charity.

Paris/Morlaix, France December 15th 2011 – *Pay What You Want*, a new offer by EduLang allows learners, teachers and schools to determine the amount they contribute for EduLang’s web applications. Fifty percent of their contributions go to the charitable organization, [Room to Read](#), making this both a unique and disruptive business model for English-learning products.

Launched on December 1st 2011, the offer has received very positive feedback from teachers across the globe as it enables the greatest number of international students to access quality ESL applications, all the while inviting them to join in shared social responsibility. The *Pay What You Want* model has met with success in other industries, (music, smartphone applications, restaurants and drama productions) however, this is a revolutionary move in the online publishing sector, especially for a small company like EduLang.

EduLang’s applications provide students with progressive and pedagogically sound ways of refining their English for international communication. [English Addicts](#) focuses on vocabulary and comprehension via handpicked news podcasts from Voice of America. With over 1500 lessons, 13 international accents and a new lesson every day of the week, students and teachers can tailor their learning to individual needs and preference. [Test Simulator](#) imitates real-life test-taking conditions for both TOEIC® and TOEFL® tests. It reveals important hints and thoroughly prepares students for proper time management, giving them the confidence they need to optimize their score.

How does Pay What You Want work?

A client chooses among the three web applications, orders one or multiple user access licenses, enters a contribution for those accesses and 50% of their payment goes to Room to Read. There is a one-dollar/euro charge for server costs, processing fees and taxes.

The transaction is handled by PayPal (which allows non-PayPal users to pay by debit or credit card) and access to the applications is provided immediately upon receipt of payment.

About EduLang:

EduLang was founded in 1992 by Michel Nizon and now has a team of seven in-house software developers in addition to five external materials writers and a social media manager. A privately held company, EduLang is located in Morlaix in Western France. For more information, visit www.edulang.com.

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